THE IVY NETWORK CORPORATION
WHERE FUTURE AMERICA LISTENS AND LEARNS TO BUY
242-A YALE STATION • NEW HAVEN, CONN. • 787-0711

WILLIAM B. BATES III
PRESIDENT

JEFFREY S. HARRIS
SECRETARY – TREASURER

March 27, 1971

TO ALL IVY NETWORK MEMBER STATIONS:

Enclosed are two items: a questionnaire, and a material request sheet. The questionnaire is to be filled out and returned in the enclosed return envelope before the spring meeting so that I can compile some information for the benefit of the entire membership.

In addition, Sandy and I need all of that information in order to know enough about the station to sell it. I personally would like to know how other stations run so that I at least know what I'm working with. As you have been told, we both will supplement this information with visits to as many of the stations as possible. I hope that everyone will cooperate with me on this.

You will also find the material request sheet. In this we have asked for a large amount of information that should be collected and brought to the Ivy meeting on April 24th. There is a reason for including each of those items, and we hope to receive all of it. Never before have we had a comprehensive file on each station, so we hope this will now be changed.

If you have any questions, contact me by phone at the office or at my room. The number there is 203-432-1213. If I don't get those questionnaires in a week, I'll give you a call to find out what went wrong. Thank you for your time and cooperation.

Sincerely,

Mark

Mark J. Hoffman
For the Ivy Network

MJH/kk